MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

DCS5138 – MANAGEMENT INFORMATION SYSTEMS

(For Diploma Students only)

1 MARCH 2016
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 7 **pages** excluding the cover page.
2. There are **2 sections** in this Question paper. Answer **ALL** questions in both sections.

   Section A: 30 Multiple Choice Questions (30 marks)
   Section B: 5 Structured Questions (50 marks)

3. For **Section A**, please shade your answers on the **OMR sheet** provided.
4. For **Section B**, please write your answers in the **Answer Booklet** provided.

Section A: 30 Multiple Choice Questions (30 marks)
*Instruction: Please shade your answers on the **OMR sheet** provided.*

1. The use of information systems because of necessity **BEST** describes the business objective of _____.
   A) competitive advantage
   B) improved business processes
   C) survival
   D) operational excellence

2. Apple Inc. dominates the online legal music sales industry primarily because recording label companies failed to _____.
   A) create a new product
   B) adopt a new business model
   C) improve decision making
   D) invest in complementary assets

3. Which of the following is **NOT** a current change taking place in information systems technology?
   A) Emerging mobile platform
   B) Growth in "big data"
   C) Growth in the PC platform
   D) Increased usage of social networking by business

4. Calculating gross pay for hourly workers is an example of _____ decision.
   A) structured
   B) semistructured
   C) ad hoc
   D) unstructured

5. Deciding whether to introduce a new product line is an example of _____ decision.
   A) structured
   B) semistructured
   C) ad hoc
   D) unstructured

6. Which type of information system uses data visualization technology to analyze and display data for planning and decision making in the form of digitized maps?
   A) Knowledge management system
   B) Executive support system
   C) Decision support system
   D) Geographic information system

7. The last step in the knowledge management value chain is _____.
   A) store
   B) apply
   C) disseminate
   D) acquire

Continued .....

8. Specialized systems built for engineers, scientists, and other knowledge workers charged with discovering and creating new knowledge for a company are called _____.
   A) enterprise content management systems
   B) expert systems
   C) knowledge work systems
   D) intelligent agents

9. Which of the following would **NOT** be classified as a knowledge work system?
   A) Virtual reality system
   B) Investment workstations
   C) 3D visualization system
   D) Data mining

10. All of the following are competitive forces **EXCEPT** _____.
   A) new market entrants
   B) substitute products
   C) suppliers
   D) external environment

11. Which of the following industries has a low barrier to entry?
   A) Airline
   B) Computer chip
   C) Food and beverage
   D) Automotive

12. Amazon's use of the Internet as a platform to sell books more efficiently than traditional bookstores **BEST** illustrates the use of information services for _____.
   A) achieving competitive advantage
   B) low-cost leadership
   C) focusing on market niche
   D) strengthening supplier intimacy

13. In a *Customer* table, the information about a single customer would reside in a single _____.
   A) row
   B) column
   C) table
   D) field

14. A field identified in a table as holding the unique identifier of the table's records is called the _____.
   A) secondary key
   B) key field
   C) foreign key
   D) primary key

Continued .....

15. When the same attribute in related tables has different values, this is called data _____.
    A) dependence
    B) inconsistency
    C) redundancy
    D) integrity

16. In an organization, executive support systems are specifically designed to serve the _____.
    A) operational management
    B) middle management
    C) senior management
    D) service workers

17. A(n) _____ system collects data from various key business processes and stores the data in a single, comprehensive data repository, usable by other parts of the business.
    A) knowledge management
    B) management information
    C) database
    D) enterprise

18. Which type of system integrates supplier, manufacturer, distributor, and customer logistics processes?
    A) Transaction processing system
    B) Supply-chain management system
    C) Enterprise resource planning system
    D) Enterprise content management system

19. Using many computers to overwhelm the network from various launch points is called a(n) _____ attack.
    A) denial of service
    B) phishing
    C) SQL injection
    D) distributed denial of service

20. Pharming involves _____.
    A) setting up fake Web sites to ask users for confidential information
    B) using e-mails for threats or harassment
    C) redirecting users to a fraudulent Web site even when the user has typed in the correct address in the Web browser
    D) tricking employees to reveal their passwords by pretending to be a legitimate member of a company

21. The intentional destruction of a Web site is called _____.
    A) phishing
    B) cybervandalism
    C) spoofing
    D) sniffing

Continued .....

22. _____ develops a detailed description of the functions that a new information system must perform.
    A) Requirements analysis
    B) Feasibility study
    C) System testing
    D) Systems design

23. In a parallel conversion strategy, the new system _____.
    A) replaces the old one at an appointed time
    B) is introduced in stages
    C) is slowly converted from the old system
    D) and the old are run at the same time

24. During the _____ stage of system development, system specifications that were prepared during the design stage are translated into software code.
    A) implementation
    B) programming
    C) testing
    D) conversion

25. Which of the following is **NOT** one of the five main variables affecting project success?
    A) Risk
    B) Time
    C) Client
    D) Cost

26. Which method is used to assign weights to various features of a system?
    A) Scoring model
    B) Capital budgeting model
    C) Portfolio analysis
    D) Real options pricing model

27. All of the following are intangible benefits of information systems **EXCEPT** _____.
    A) increased organizational learning
    B) improved operations
    C) increased customer satisfaction
    D) reduced workforce

28. The moral dimension of _____ can be described as the obligations that individuals and organizations have concerning rights to intellectual property.
    A) accountability and control
    B) system quality
    C) property rights and obligations
    D) information rights and obligations

Continued .....

29. Which of the following is **NOT** a current key technology trend that raises ethical issues?
    A) Increase in multimedia quality
    B) Increase in use of mobile devices and social networks
    C) Data storage improvements
    D) Advances in networking technology

30. What is the first step in the process of analyzing an ethical issue?
    A) Identifying the stakeholders
    B) Identifying and clearly describing the facts
    C) Identifying the potential consequences of your options
    D) Assigning responsibility

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Section B: 5 Structured Questions (50 marks)

*Instruction: Please write your answers in the **Answer Booklet** provided.*

QUESTION 1

a) Operational excellence is one of the strategic business objectives that firms want to achieve when they invest in information systems. Define operational excellence. How can information systems help achieve it?

(4 marks)

b) You work as a Sales Supervisor at a toy store. Identify the elements in the **THREE** dimensions of the inventory management system that keeps track of inventory levels, orders, sales and deliveries of toys.

(6 marks)

[TOTAL 10 MARKS]

QUESTION 2

As the HR Manager at an accounting firm, you are in charge of hiring temporary clerical workers and interns. Describe how the decision-making process applies to this decision and if it can be aided by an information system in any way, how?

[TOTAL 10 MARKS]

QUESTION 3

a) Explain **TWO** types of knowledge a taxi service company might have, and could a taxi service benefit from knowledge management system?

(6 marks)

b) Describe **TWO** types of knowledge management systems that benefit university students and academicians.

(4 marks)

[TOTAL 10 MARKS]

QUESTION 4

Discuss the **FOUR** major types of information systems that serve the main management groups within a business. How are these systems related to one another?

[TOTAL 10 MARKS]

Continued .....

QUESTION 5

a) The role of the user in software development depends on the method of development used. Describe the role and influence the user plays in software development in each of the following method:

i. System Development Life Cycle (SDLC)
ii. Prototyping
iii. Joint application design
iv. End-user development

(4 marks)

b) You are the senior project manager for a Web development company with more than 50 ongoing client projects. You have been assigned to evaluate two upcoming projects. Describe the process of portfolio analysis in your evaluation.

(6 marks)

[TOTAL 10 MARKS]

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